



Aalto-yliopisto

LC-1114 Communicating technology

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Sign up for presentation rehearsals and final conferences

REHEARSALS (A6)

Mon 5.10. / 12.30-14.00
- Group 1

Wed 7.10. / 10.15-11.45
- Groups 2 and 3

Wed 7.10. / 12.30-14.00
- Groups 4 and 5

CONFERENCES

Conference 1
Mon 5.10. / 12.30-14.00

Conference 2
Wed 7.10. / 10.15-11.45

Conference 3
Wed 7.10. / 12.30-14.00

Beginning and ending: intros and conclusions

- Structure (required elements)
- Division of time between sections
- Capturing attention
- -> returning to theme of introduction at the end (att. capturing, purpose, WIIFM?...)

- Slide for attention-capturing?
- Slides and headings
 - > to reflect the structure, hierarchy of topics



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LC-1114 Communicating technology

- Creating effective visuals

LC-1114 Communicating technology

Why use **visuals** in presentations?

It has been said that people retain

- 20% of what they **hear**
- 30% of what they **see**
- 50-85% of what they **see** and **hear**

How to creat effective visuals?

1. Titles and headings

- Grammatical form

2. Formatting your text

- True or False

3. Subordinating ideas

1. Grammatical Form: Headings



Solve equations using modal transition systems.

What is most common form?

- **nouns** (*substantiivit*)
- **noun phrases** (*substantiivilauseke*)



Equation **solving** using modal transition systems.

1. Grammatical Form: Headings

Noun phrases take 3 forms:

Latin form: **The** design **of** lasers
 The implementation **of** network protocols

Anglo-Saxon: Ø Designing lasers
 Ø Implementing network protocols

Noun Laser design
compound: Network-protocol implementation

1. Grammatical Form: Headings

Stylistic features

Omit "the", "a" and "an" from beginning



The supervisory control of **a** rapid thermal multiprocessor.



Ø supervisory control of **Ø** rapid thermal multiprocessors**s**.



A C-Based Process-Oriented Simulation Language.



CSMI: C-Based Process-Oriented Simulation Language.

1. Grammatical Form: Headings

Avoid restating the obvious.

Eliminate general phrases.

Consider two-part titles



A study on the use of modal transition systems for solving equations
The study results
How reaction motors work and some experiments with them



Equation solving using modal transition systems
Results
Reaction motors: operating principles and experiments
Operating principles.

2. Formatting your text

True

~~**False**~~

- Work in groups of 3-4 students
- Find the quiz in MC
- Negotiate your answers as group
- -> sharing and discussing

2. Formatting your text

~~False~~

1. There are significant differences in the choice of type faces between printed information and a presentation. While a typeface like **Times New Roman** might look presentable on paper, in a presentation it can be more difficult to read than **Arial**.

~~False (12 pt)~~

~~False (20 pt)~~

~~False (24 pt)~~

2. Depending on the size of the presentation room, some font sizes might be more legible than others. Use a font size of at least size **20-24 pt**.

True

3. Although UPPER CASE LETTERS might be good to emphasize a point, their use should be sparing or avoided. Upper case letters despite occupying more space on the slide, are also slow to read.

2. Formatting your text

False

4. Use **bold face** **to emphasize** and make key words stand out. *Italics* are slow to read especially from a distance and should be avoided or used sparingly.

False

5. Colour blind people (i.e., those who have a problem differentiating *red*, *green* and *brown*) are estimated to be as high as 0.5% of the male population.
6. It is imperative that all important points or graphics are placed in the upper part of the screen and highlighted with a brighter colour.
7. Too much details on a slide is intimidating and incomprehensible to most viewers, leading to information overload.

2. Formatting your text

~~False~~

4. Use **bold face emphasize** and make key words stand out. *Italics* are slow to read especially from a distance and should be avoided or used sparingly.

~~False~~

5. Colour blind people (i.e., those who have a problem differentiating *red*, *green* and *brown*) are estimated to be as high as **8%** of the male population.

True

6. It is imperative that all important points or graphics are placed in the upper part of the screen and highlighted with a brighter colour.

True

7. Too much details on a slide is intimidating and incomprehensible to most viewers, leading to information overload.

2. Formatting your text

~~False~~

8. Use fly-in or other entrance effects, such as 'blinds', to avoid **overloading** your listener. Text competes with your spoken words, so give information only when it is needed, not before.

True

9. All headings and the subheadings on the same slide should have **parallel grammatical** form. Try to start most subheadings with the same part of speech, such as a **verb** or a **noun**. This will make them easier to scan.

~~False~~

10. Write **key words**. Split long sentences, lists, and complex ideas into numbered or bulleted **vertical lists**.

~~False~~

11. Do not fill slides with more than **6 words** per line and no more than **6 lines** per slide.

True

12. Use **generous** line spacing.

2. Formatting your text

How to deal with formula/equations/algorithms?

$$f(x) = a_0 + \sum_{n=1}^{\infty} \left(a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L} \right)$$

2. Formatting your text

How to show where you are in a **bulleted list**?

2. System Integration (1/4)

- Requirements
 - Automation
 - Flexibility
 - Policies
 - Location Technologies
 - Security

Which **slide background** colour is better for your eyes:

white or black?

2. System Integration (1/4)

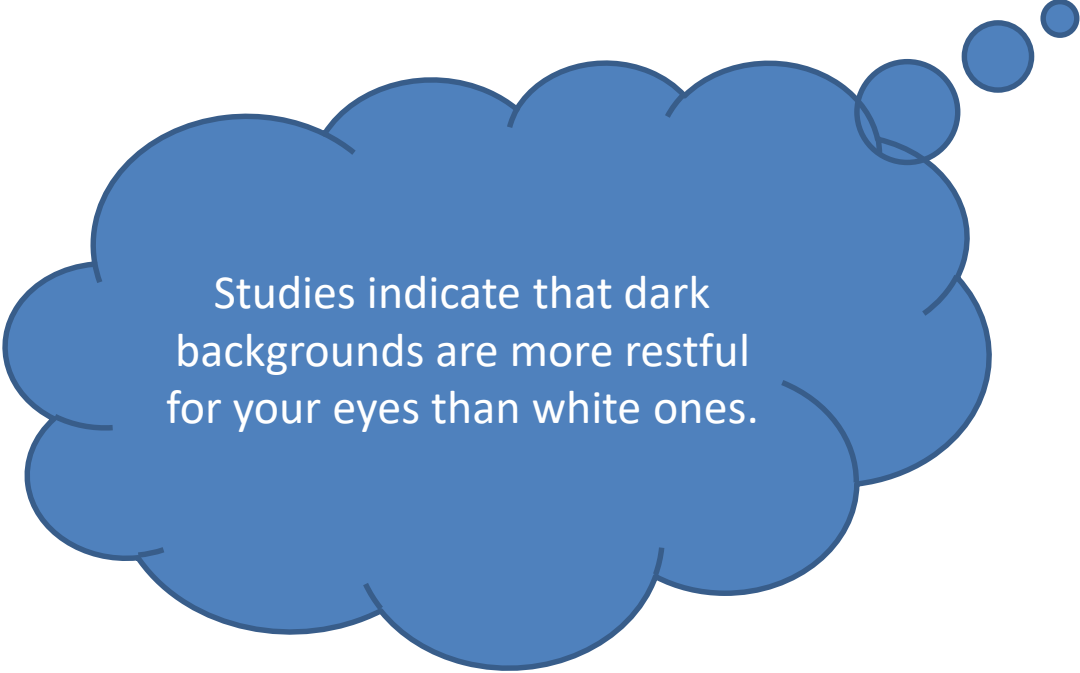
- Requirements
 - Automation
 - Flexibility
 - Policies
 - **Location Technologies**
 - Security

2. System Integration (1/4)

- Requirements
 - Automation
 - Flexibility
 - Policies
 - Location Technologies
 - Security

Which **slide background** colour is better for your eyes:

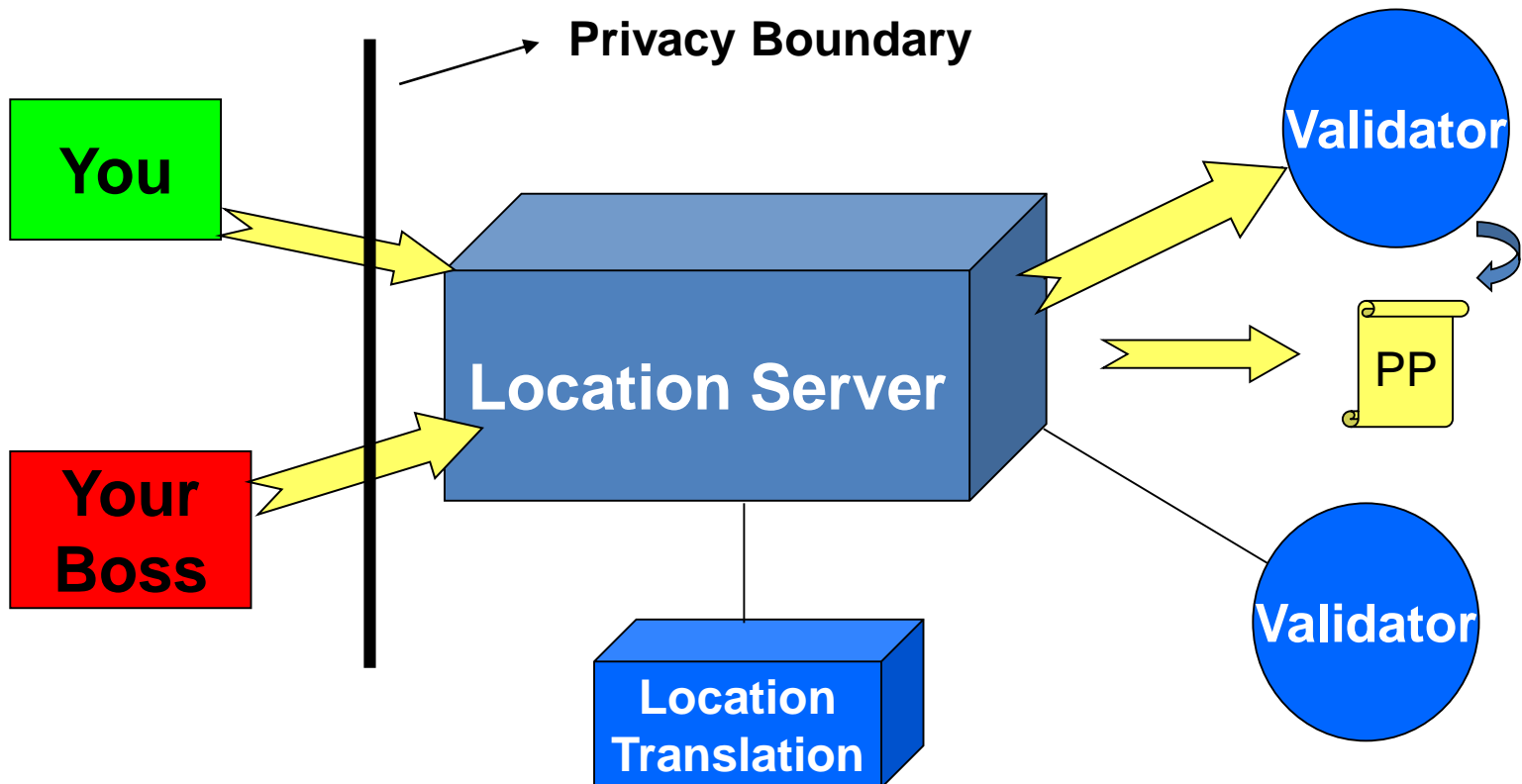
white or black?



Studies indicate that dark backgrounds are more restful for your eyes than white ones.

2. System Integration (2/4)

- LocServ



3. Subordinating ideas

How would you improve the readability of the following 'wordy' slide?

What changes would you suggest?

Implementation and Analysis

- In order to test the performance of the WSCTP, the developed protocol was plotted into 8-bit micro-controllers which were then incorporated into both the NA module and the NM module.
- The wireless link was then established according to the procedure described above.
- Each microcontroller consisted of a built-in UART and non-volatile memories.
- The UART allowed the application layer to access the WSCTP while the non-volatile memories stored the protocol settings.
- For home application, a data rate of 4.8kbps was sufficient.
- In our implementation, a main controller was connected to the NA module and short commands were sent via the UART. Devices connected to NM modules will then react to the command sent by the main controller.

What changes would you suggest?

Implementation and Analysis

To test performance of WSCTP:

1. **Plotted** protocol into 8-bit micro-controllers
 2. **Incorporated** controllers into NA **module** and NM **module**.
- The wireless link was then established according to the procedure described above.
 - Each microcontroller consisted of a built-in UART and non-volatile memories.
 - The UART allowed the application layer to access the WSCTP while the non-volatile memories stored the protocol settings.
 - For home application, a data rate of 4.8kbps was sufficient.
 - In our implementation, a main controller was connected to the NA module and short commands were sent via the UART. Devices connected to NM modules will then react to the command sent by the main controller.

What changes would you suggest?

Implementation and Analysis

To test performance of WSCTP:

1. **Plotted** protocol into 8-bit micro-controllers
2. **Incorporated** controllers into NA and NM modules.
3. **Established** wireless link according to above procedure.

Micro-controller

1. built-in UART
 - allows application layer to access WSCTP
2. non-volatile memories
 - stores the protocol settings

For home application:

- data rate = 4.8kbps

Implementation:

- **Connected** main controller to NA
- **Sent** short commands via UART
 - Devices connected to NM modules react ~~to command sent by main controller.~~

What changes would you suggest?

Implementation and Analysis

To test performance of WSCTP:

1. **Plotted** protocol into 8-bit micro-controllers
2. **Incorporated** controllers into NA and NM modules.
3. **Established** wireless link according to above procedure.

Micro-controller

1. built-in UART
 - allows application layer to access WSCTP
2. non-volatile memories
 - stores the protocol settings

For home application:

- data rate = 4.8kbps

Implementation:

- **Connected** main controller to NA
- **Sent** short commands via UART → Devices connected to NM modules

What changes would you suggest?

- Still too much text?
- How would you further clarify the slide(s)?

1. What is 3D-printing

- A. Additive production
- B. Technology
- C. Materials



- How would you improve these two main point slides in a presentation about 3D printing?

3. Pros And Cons

- A. +
 - No shape limits, accurate, no waste
- B. -
 - Unique parts, rather slow, specific applications
- C. My thoughts

- What would you say to introduce each of these before showing it?

Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural exports and is now a major agricultural exporting nation. Many countries view Chile's success as a model to be followed.
- Meanwhile, the U.S. remains the largest market for Chilean exports. However, increasing demand from the rest of the world, combined with Chile's exports, may eventually surpass exports to the U.S.
- If you've read this far, your eyes probably aren't tired. You're probably reading this long-winded text instead of listening to the audio presentation up here? Look at me! Goodbye!

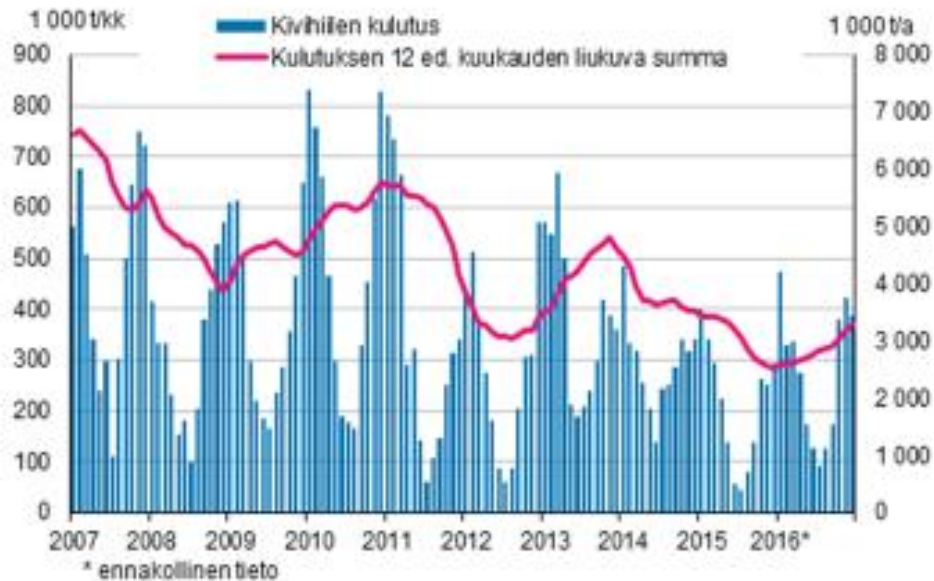
What about these two?

Beginner Motorcycles



My personal favourite:
the Suzuki Savage
Light weight (~380lbs)
Adequate power (650cc engine)
Low seat height fits most riders

Consumption of coal in Finland has steadily decreased



And this?

**Assertion-evidence,
an alternative
approach to slide
design**

Your next job is to create the slides for the talk

- *...so that you're able to practise the talk once through, with the slides, at the rehearsal...*
- *...but remember, it is a rehearsal, so they don't have to be perfect yet!*
- *Rehearsal instructions in Assignment 6 (also slide templates for the two types of design)*

WHAT NEXT?

- **Prepare your slides**
- **Sign-up for the practice session**

- **Session 12 /Metadiscourse!**
 - Independent work
 - Materials to study in MC/WEEK 5
 - Learn about transitions and signposting
 - Add the main transitional sentence to the places indicated in the outline template.

Notice that you will need quite a bit of metalanguage throughout the presentation, in addition to the sentences that you'll note down in the outline!

HOMework

- **Complete A5 and submit to MyCourses**
 - > Check A5 instructions in MC/Assignments
- **Prepare for your rehearsal (A6):**
 - Create **the slides** for the presentation
 - > - Check A6 instructions in MC/Assignments
- Make sure you have a working **camera** and a **microphone** available at the practice session.



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See you at the rehearsal!

